

# ADVERTISING- SPECIFICATION

eBayK.xd Native Ad

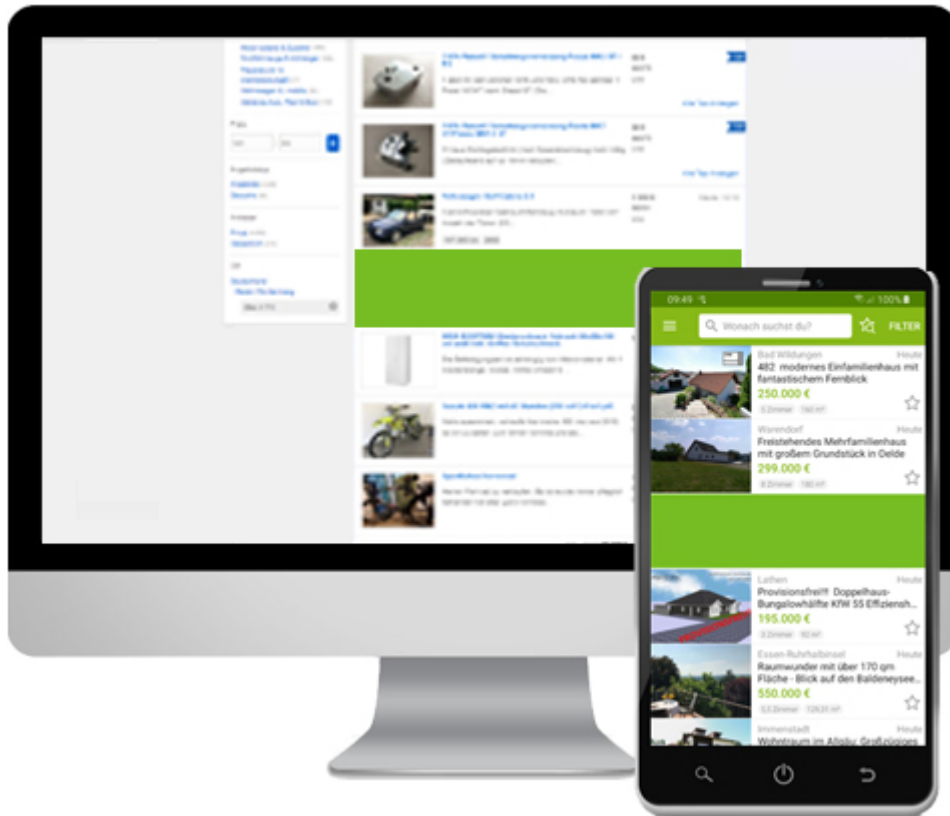
Contact: eBayK.xd Advertising, Ad & Account Management, E-Mail: [werbemittel@advertising.mobile.de](mailto:werbemittel@advertising.mobile.de)

<b>Advertising media</b>	Native Ad
<b>Creative size</b>	scaling dynamically
<b>Image size</b>	40 KB
<b>Redirect/Tag size</b>	
<b>File format</b>	Text + Picture (JPG)
<b>Tracking optional</b>	
<b>HTTPS</b>	All components of the ad must be HTTPS compatible.
<b>Notes</b>	<p><b>Headline:</b> Main text of the ad title maximum 90 characters (our recommendation: 25-50 characters)</p> <p><b>Main text:</b> Maximum 90 characters</p> <p><b>URL:</b> Maximum 25 characters - Text, with the advertiser URL or with the name will be displayed. This URL can differ from the actual page</p> <p><b>For example:</b> Display URL bzw. Advertiser Name: Mobile.de/Native or Mobile Advertising Landingpage URL: <a href="http://advertising.mobile.de/werbemoeglichkeiten/">http://advertising.mobile.de/werbemoeglichkeiten/</a></p> <p><b>Image:</b> Aspect ratio of 4:3 (Landscape) - the image should be in the listing of the respective page and must be at least 300x225 pixel and maximum 600x450 pixel large. Weight: max. 40 KB</p>

**Notes to homepage/layer/parameter**

<b>Handling time</b>	Delivery at least 3 days prior to campaign start
<b>E-Mail</b>	werbemittel@advertising.mobile.de
<b>HTML5 Guideline</b>	<a href="#">BVDW OVK HTML5 Richtlinie</a>

Call to Action: Maximum of 15 characters (for example: Learn more)



Description

Visualisation example